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The Essentials of Bible Selling

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of A. J. Holman & Co.



HE Bible is the best advertised and best selling book in the world. Every daily paper and magazine makes constant reference to the Bible either concerning recent explorations and discoveries in the East, or in references to sermons or religious matters. More than one hundred religious magazines with circulations running into millions have regular articles on the Bible and its teachings, and these same magazines carry something like \$100,000 worth annually of publishers' Bible advertisements. Many moving picture themes have reference to the Bible and religion.

There are 100,000 or more preachers and Bible teachers who are constantly telling people to read the Bible. As the handbook of the Christian faith, it is used in whole or in part by over fifty million Protestants and Catholics in the United States, and these fifty million persons, enrolled in church are increasing in numbers in greater proportion than the increase in total population. Over two million children arrive each year at an age at which it is advisable to present them with a Bible and this new field alone offers a constantly opening new market for selling effort.

The Protestant and Catholic Bibles are practically alike except in some minor details of translation from the original Greek-Hebrew and Latin manuscripts. The differences are occasioned by the fact

that the Catholic or Douay version was prepared under Catholic supervision while the Protestant Bible was translated and prepared by a committee in the reign of King James of England; the edition is now in most common use by Protestants, and known as the King James or "authorized" version. The Revised Version was published in England in 1881, but the American section of the committee who had assisted in the work of revision were privileged at a later date to incorporate their preferences in certain changes of language into a Bible for American use widely known as the American Revised Version. The revision as a whole simply changed certain interpretations, substituted more modern language and its publication opened up a lot of new Bible business. Excepting for prayer books that are used by one or two denominations, the Bible is the only book generally used for Protestant study, while the Catholics have a number of authorized books of worship and consequently do not require as many Bibles in proportion to their numbers.

Notwithstanding all this tremendous force creating a demand for Bibles, the knowledge of how to sell them at retail is not well understood by the clerks in the bookstores. When an inquiry is made for Bibles, the average clerk, lacking experience in selling these goods, will invariably try to pass the customer over to some one else to be waited upon. This reluctance to at-

tempt to sell the Bible is perhaps due to the fear that they know too little about it and may not be able to show it intelligently. As a matter of fact, it is not necessary to have intimate knowledge of the contents and religious meaning of a Bible in order to sell it successfully. In the strictest sense Bibles are merchandise, and they are made in large variety (somewhat too large) to meet the needs of the various ages and requirements of the individual. The average person who undertakes to buy a Bible rarely knows in advance exactly what he wants, and it is the duty of the salesman to draw him out and fit the Bible to the need.

The first question the salesman should ask of the prospective purchaser is: "For whom is the Bible wanted?" The answer to this question will place the salesman in position to know what Bibles to show. If the inquiries come from adults, and they want the Bible for themselves, they usually prefer something with references and Bible study helps, and the quality they will buy or the price they will pay, will, of course, be governed by their financial circumstances, which are frequently evidenced by their personal appearance. If, however, it is wanted for a son, daughter, mother or father, this fact will again guide the salesman into the class or style best suited.

The whole market for Bibles divides itself into four classes or generations of needs. For the child a small and lower priced Bible is wanted, a text Bible usually, the Old or New Testaments together, or the so-called scholar's editions which are text Bibles with the addition of illustrations and some simple helps to Bible study.

For intermediates, or those about the age of sixteen or eighteen years, a student's Bible is usually wanted, which is a text Bible of the next larger size with the addition of illustrations and somewhat more complete Bible study helps than are contained in the smaller size. For adults, teachers, preachers, etc., the requirement is almost always what is known as the Teacher's Bible containing the marginal references and a complete set of Bible study helps in which is included a concordance, Bible dictionary and additional study matter.

For old folks a large print Bible is wanted, because at that age the eye-sight demands a larger print. These Bibles are not usually equipped with any study matter as the increased size due to larger print means added weight and bulk and makes such material undesirable.

People in the rural districts, and again, colored people, usually want the larger size Teachers' Bibles, with the sayings of Christ printed in red letters and abundance of illustrations, and helps or educational matter. City people are inclined to desire less weight and bulk.

In each class, however, the possibility of selling a really fine Bible is ever present provided the salesman will explain wherein the advantages lie in having the better quality, because in articles of every-day consumption most everybody learns that quality is very essential for durability.

There always has persisted on the part of Bible purchasers an idea that they can get a large type Bible in a small book, and that this is quite impossible can be readily understood from the fact that there are some 850,000 words contained in the complete Bible. If we visualize the name Lord, which appears most frequently in the Bible, printed in small pearl type, the space occupied will be about $\frac{1}{4}$ inch long by $\frac{1}{32}$ inch high. Compare this with the same word set up in pica type, when it would be fully four times as large and four times the space is required on which to print it, that is, the volume in a pica type Bible must be four times the size of a pearl type Bible.

In recent years Bible publishers have, with the assistance of the type designers, been able to secure types of broader and blacker faces that are to many eyes more readable than the lighter face types and do not require much additional space.

Improvements in paper making, particularly the India Papers, have made it possible to print Bibles on paper that bulks from $\frac{5}{8}$ to not more than $\frac{7}{8}$ of an inch to 1000 pages. However, this paper adds to the expense of manufacture and makes a small Bible seem higher priced than an ordinary book at \$2.00. But when one realizes that a Bible contains four times as many pages as an ordinary book, the purchaser can understand that the printing

alone is much more costly, not to mention the gold edges and binding materials, etc.

There are commonly employed for Bible binding four kinds of leather,—sheep-skin, cow-hide, morocco or goat skin, also seal-skin. The sheep and cow hide leathers are cheaper than goat, but the goat skin or morocco is more durable and most all of the higher priced Bibles are bound in genuine morocco, as it can be depended upon for durability. Sheep-skin and cow-hide bindings, which, however, when grained are called by other names, such as French morocco, are most commonly used in popular priced goods. These latter are split leathers. Cow-hide as tanned is the thickness of the sole of a man's shoe, and must be split in order to use for book-binding.

The several well known publishers of Bibles have for years been popularizing their brand names thru the medium of religious paper and general advertisements, so that the average person buying a Bible is

familiar with these brand names which he looks upon as the stamp of authority for the publication of the Bible. This makes the standard lines more easy to sell.

The distribution of Bibles is not confined entirely to church people. People buy them for gifts to those who may not be religious, in the hope that they may be benefited in having them. Bibles are, also, sold to people who are perhaps irreligious, but who are prompted to buy them for their relatives, whom they know are church members or religiously inclined. Thus the volume of sales is derived from all classes and all kinds of people. What the Bible business requires is intelligent service on the part of bookstore salesmen in properly fitting the needs of the purchaser, and it has been found from experience that when a person has been sold a Bible that really pleases him he is forever grateful to the one who helped him to make the proper selection.

Some "Best Sellers" of Other Days

Michael Sadleir

Author of "Anthony Trollope" and Member of Constable & Co.

THE problem of the "best seller"—the why and wherefore of the overnight notoriety of some individual book that may not at first sight differ materially from a hundred of its contemporaries—is one of intense interest to all who live among books or by their means. The "best sellers" which most readily provoke the speculation of the curious are novels and not non-fiction books. Indeed it is rare for a non-fiction book to achieve a sudden abnormal circulation, unless it has some quality exterior to itself—a highly topical

theme, an author of sensational personality, a special and irresistible appeal to a definite public or interest—which predisposes readers to borrow or to buy. And a book with any one of these extra qualifications is not a best seller proper within the meaning of the act.*

No comfortable certainty of a public *predisposed* to take notice of its appearance attends the début of the genuine "best-selling" novel. Why? Because, to be genuine, such a novel requires one essential characteristic—namely that it be written

*Thus, for example, "Colonel Repington's Diary;" "The Letters of Walter H. Page;" Margot Asquith's "Reminiscences;" Colonel Lawrence's book on Arabia—tho each in its time a "best seller" in point of view of num-

bers—must be excluded from such a discussion as the present. A. A. Milne's "When We Were Very Young" is the only recent instance I can recall of a non-fiction book which had a magical success comparable to that of a best-selling novel.

early in the career of an author not previously well known. It need not be a first or even a third book; but it must not represent the culminating triumph of a novelist who has slowly been mounting rung by rung, whose final conquest of a national popularity has been foreseen by connoisseurs. Thus "The Forsyte Saga," tho in actual numbers the best seller of two seasons, cannot be considered a "best seller" within our present terms of reference; but "The Green Hat" is such a "best seller," for with a single movement it lifted its author's name from coterie recognition to the knowledge of two hemispheres, overleaping the intervening stages of steadily increasing circulation.

Now the "best-selling" novel is not a purely modern phenomenon. Ever since the production of novels has been practised on a wide scale, ever since novel readers have been an important group among the book conscious public, there have been fictions which, for one reason or another, have made sensational conquest of an immense popularity.

Let us essay a rapid tour of a dozen selected beauty-spots in best sellerdom, starting from the year 1790, when was published Regina Maria Roche's novel "The Children of the Abbey." We will pass thence to "Waverley," published anonymously in 1815; thence again to "Pelham" (also anonymous) in 1828; thence to "The Pickwick Papers" — pseudonymous — in 1837; to "Uncle Tom's Cabin" by Mrs. Beecher Stowe in 1852; to "John Halifax, Gentleman" in 1856; to "Eric or Little by Little" by Frederick W. Farrar in 1858; to "East Lynne" by Mrs. Henry Wood in 1861; to "Lady Audley's Secret" by Miss Braddon in 1862; to "Donovan" by Edna Lyall in 1882; to "The Heavenly Twins" by Sarah Grand in 1893; and finally to "The Jungle" by Upton Sinclair in 1906. I have planned the tour arbitrarily (it would be easy to substitute another book at nearly every point) but deliberately in order to diversify so far as possible the objects of our scrutiny.

These twelve books fall into certain definite groups. Two have become classics—"Waverley" and "Pickwick." Three were written with grave moral purpose, for the exposure of abuses or for the raising of a

national conscience — "Uncle Tom's Cabin;" "Eric;" and "The Jungle." Three were sensation novels—exciting stories in which likelihood was purposely subordinated to dramatic interest: "The Children of the Abbey;" "East Lynne" and "Lady Audley's Secret." Of the remainder, two possess what is nowadays called a "strong heart interest" ("John Halifax, Gentleman" and "Donovan"); one is a tale of fashionable life ("Pelham") and the fourth ("The Heavenly Twins") is a social novel on a theme which, at the time of its appearance, was greatly daring.

Consider in the first place the two "classics." That these works should, on publication, have swept into a popularity relatively as great as any novel has achieved before or since seems to challenge the widespread assumption that any fiction which wins immediate success with "the great public" must of necessity be bad and ephemeral. But altho these two (if a century of continued reputation can be brought as evidence) are neither, they do not really provide a basis for general argument. "Waverley" and "Pickwick" were at once of their own and of any day, because their authors were men of genius and because their genuine novelty happened to coincide with a spiritual readiness on the part of the nation for precisely those forms of new experience.

The second of our groups—that of the stories written with a moral purpose—shows no such abnormal conjunction of genius and acceptability. They have, however, considerable significance to the student of best-sellers because of the one predominant quality that they possess in common—a burning and indignant sincerity. Mrs. Stowe on the Slave Trade; Farrar on the dangers and temptations of the public school of his day and Upton Sinclair on the cruelties and bestiality of the Chicago meat packing industry wrote with all the passion that was in them, because they felt the evils that they combated to be symbols of the Devil's power on earth.

It is essential for the widest popularity that the moral indignation of an author-reformer should transcend his (or her) individual personality, should rise to a point of self-forgetfulness. It is only necessary to compare with the appeal exercised by "Uncle Tom's Cabin" that of Mrs. Gas-

kell's novels "Mary Barton and "North and South," or of Mrs. Trollope's "Michael Armstrong" to understand that these books, tho written with the most genuine loathing of the industrial slavery that they exposed, tho (as to the first two at any rate) of fine literary quality and (as to all three) considerably influential in their time, did not sweep the country, precisely because their authors never lost themselves in the sufferings of their characters.

And "Eric," no less than "Uncle Tom" or "The Jungle," illustrates this maxim of reformist best-sellerdom. Were more space available, I would wish to examine at greater length the remarkable emotional qualities of Farrar's tale, which has drifted unluckily into the sorry rôle of a standing literary joke. As things are, I would only beg the modern reader to give the book a fresh and unprejudiced consideration. Its one-time immense popularity should become as readily comprehensible as that of H. A. Vachell's later school story "The Hill"—fundamentally very similar to "Eric."

Our remaining categories may summarily be dismissed. The best selling "thriller" is a recurrent phenomenon. Regina Roche composed her "Children of the Abbey" of the ingredients fashionable at the time—of ruined chapels and hollow groans, of swooning heroines and banditti, of the melancholy and exquisite languor that Goethe's "Werters Leiden" had made so utterly the mode.

"East Lynne" and "Lady Audley's Secret" exploit the popular taste of a different period. They dramatize the sins of the classes for the enchantment of the masses, and at the same time teach that blameless moral lesson that our peculiar Anglo-Saxon prudery demands.

The heart-throb stories—"John Halifax," and "Donovan"—are children of a no less numerous brood. The former, however, besides being a best seller, is in a literary sense an important book, having much more of merit than the tearful adoration of thou-

sands would of itself imply. There is social and industrial history in "John Halifax" and a profounder knowledge of humanity than Edna Lyall could claim; but Miss Muloch chose to give her tale a sentimental twist which certainly allured the mammoth public and compels, in a classification of best sellers, a partnering of the work with "Donovan." My choice of "Donovan" and not of "Comin' Thru' the Rye," or of the best of Garvice or even of "If Winter Comes" has been made more or less at hazard. The alternatives are numerous and each is as moving, as uplifting, as shrewdly propagandist of the good influence of woman over man, smiles at the end as sweetly thru its tears, as do any of the others.

"Pelham"—the second novel of the afterwards famous Bulwer Lytton—shows that in 1828 a witty but exciting picture of high society could attract no less surely than in the 1920's. "Sonia" and "The Green Hat" are "Vivian Grey" or "Pelham" in twentieth century costume.

Finally, "The Heavenly Twins," which made such scandal in the early nineties (but today reads quite restrainedly, so swiftly has the taste for fictional candor moved) may be compared in retrospect with Rhoda Broughton's "Cometh Up as a Flower," in prospect with "Simon Called Peter." From the familiar materials of contemporary life—and proportionately to the daring of the sixties, eighties and nineteen twenties—Rhoda Broughton, Sarah Grand and Robert Keable composed startling *ensembles* of revolts from convention, of periods of misery and of amply compensating intervals of delicious passionate adventure. Each won a vast shocked public; such is the British way.

Much more could be written of these so cursorily examined best sellers. The survival chances of a book that once entranced a nation form of themselves an intriguing problem. Is the best-seller predominantly ephemeral? And if so why?

Two articles on more recent best sellers, tho not best sellers in Mr. Sadleir's definition of the term, by Professor Irving Harlow Hart, were published in the February 5 and March 12 issues.

Building a Rare Book Department

Morris H. Briggs

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Selling: The Home Market

WILLINGNESS to sell is the first qualification for successful rare bookselling. A collector cannot be a successful seller. The function of the rare book seller is to act as a middleman between the sources of supply and collectors and to pass on the books secured rapidly.

Aside from the actual necessities of life nothing is easier to sell than rare books; in fact if carefully selected, priced, displayed and advertised they sell themselves. Extensive local business direct from the shelves is most desirable because it involves less selling expense and effort.

Buying has been the subject of a previous article but emphasis must again be placed upon the necessity of purchasing stock in wide and continuous demand such as Americana or First Editions or books having a sure and certain local market. Intelligent buying means a quick moving stock and profit; careless buying means dead stock, loss and eventual failure.

Next to buying, pricing is the most important factor in successful rare book selling. Stock, no matter how carefully selected, will remain on the shelves if consistently overpriced. The ordinary run of out-of-print books should be priced to show a fair and reasonable profit, and it is wise to price even rarities a bit below the top market figures. A reputation for asking exorbitant prices should be avoided, as rare book buyers are human in appreciating bargains. Care should be taken, however, never to sacrifice really fine and scarce items. Books should be plainly priced and the "one price" system inflexibly maintained. If a book does not sell after a certain period the price should be cut and the process repeated until a sale is made. In this way the bookseller will avoid the danger of building up a "dead stock."

Rare books should always be classified for display. Americana should be kept together and sub-classified under such divisions as "California," "Indians," "Mormons," "Western," etc. First editions should be arranged alphabetically by authors. Pamphlets, when placed on the shelves, should be protected with board covers; otherwise kept in manila folders with the class, author and title written on the outside of the front cover. The cardboard pamphlet cases manufactured for libraries are very suitable for the bookseller's use. All stock should be kept free from dust and so arranged that the bookseller may turn to any wanted book or pamphlet without waste of time.

Sufficient advertising should be done to bring the rare book department to the notice of every possible customer. An attractive window display will accomplish this in the case of a town or a small city but in cities of over ten thousand inhabitants, newspaper advertising, classified or display is advisable and necessary. Free publicity can often be obtained for material of special interest or rarity.

Knowledge of stock obtained by reading and study is all important but it is not necessary or possible to read completely every rare book item that comes in. When cataloging, the bookseller should read the table of contents, the preface and a few pages and try to determine the nature and chief selling point of an item as quickly as possible. For instance, he buys a book, "Recollections of Seventy Years" by Augustus L. Chetlain. From the table of contents he notes that it covers the history of Galena, Ill., from 1825-1850 with interesting chapters on the Blackhawk War, the Mormons in 1867-69 and Chicago from 1870-1890. He should jot this information down on the

catalog card and also on the end paper of the book. He can now offer it for sale as an Illinois or Mormon item, depending on his customers. With practice the whole process should not take over a minute or two. The more rare and valuable the book the more time should be devoted to investigating it.

Now for actual selling from the shelves. Mr. B., a rare book buyer, enters the store. A courteous greeting is always advisable, however it is wis-

dom to allow a customer to examine stock at his convenience and without interruption. He should always be allowed to initiate any conversation. However, once started, the management of the conversation can be skillfully steered by the bookseller. A clever salesman of rare books will discover his customer's wants in a diplomatic manner and will later note them on a prospect card together with his name and address. If the book or class of books wanted are not in stock he will take steps to secure them and will notify Mr. B. when they are on hand. The following conversation shows how this can be accomplished:

Mr. B. has gone over the rare book shelves carefully and finally turns away.

"Sorry but nothing here I want."

"That's too bad. I wish you would let me know what sort of books you are interested in. I am buying a lot of books every week and I am sure I could pick up something for you."

"I have quite a library on the early history of Chicago and am looking especially for Hurlbut's 'Chicago Antiquities.'"

"I will do my best to get that for you and any other special Chicago books wanted. Perhaps you could make me up a list of the ones you are searching for. By the way here is a new book just published by the University of Chicago Press, Milo Quaife's 'Chicago and the Old Northwest.' It is ably written by an authority

and I am sure it would fit in well with your collection."

"How much is it?"

"Four dollars."

"I will take that. Please keep me posted when you get anything on old Chicago. There are several books I want especially and as soon as I get home I shall make you up a list."

"Thank you. Please give me your name and address, so that I can keep in touch with you."

Mr. B. is only one of many collectors of the same kind with whom an important yearly business can be built up. The bookseller will soon learn to size up his callers and determine whether important or merely shoppers. Effort and expense should not be wasted on mere non-buyers and gos-

sipers who are just passing an idle hour.

First edition collectors are less likely to be specialists and are often interested in a great variety of authors and classes of books. No great success in this field is possible without a first hand or derived familiarity with collected authors and their works and a knowledge of style and literary values.

Miss L. enters the store and after looking over the first edition shelves picks out Willa Cather's "My Antonia."

"I have been wanting that for a long time. Isn't it a fine thing?"

"Yes, indeed. It is considered one of the masterpieces of modern American literature. I can see that you appreciate a well-written book. Have you the rest of Willa Cather's firsts?"

"I am looking for 'April Twilights' and 'The Troll Garden.'"

"They are very scarce but I will do my best to find you copies. Did you notice that fine 'Ethan Frome'?"

"I have that. I am collecting Galsworthy, Wharton, Cabell, Hergesheimer, Millay and Stephen Crane."

"Quite often I have them in stock but as you know they do not remain long. Give

THIS, the fifth article in Mr. Briggs' series, which began in the January 29th issue, discusses the best methods of marketing rare books both in the store and by mail. The preceding four chapters have covered such practical subjects as Equipment and System for Selling Rare Books, What to Sell, and Where to Find Customers. The next chapter, which will appear in the April 9th issue, will be on Selling.

me you, name and address and I will be glad to let you know the next time something good comes in."

"Thank you so much."

"You really shouldn't forget Elinor Wylie. Here is a first edition of her latest book, 'The Orphan Angel.' The remarkable style and the Shelley interest makes it absolutely certain that this book will soon be at a premium. I am sure that you will like it. I also advise that you leave a standing order for new books of the living authors that you are collecting. I can send them to you as soon as they are published."

Like Miss L., almost any first edition collector is a continuous buyer of both new and out of print first editions, and the business can be secured readily.

The conversations with Mr. B. and Miss L. as described above are typical of those occurring daily in any intelligently directed rare book department. They illustrate the interlacement of selling old and new books and the absolute necessity of discovering the specific and general wants of each customer. It follows naturally that the intelligent bookseller will do everything in his power to secure the books wanted by his customers and will notify them when the books are in stock.

Consistent application of these principles will invariably bring success in conducting a rare book department and will also in-

crease surprisingly the sales of new books. In fact selling new books is conditioned by exactly the same rules. The bookseller who does not discover his customer's wants and supply them in an intelligent manner is headed for failure. If he stocks what is not in demand he will be crushed, sooner or later, with a weight of dead stock. Like any other business, bookselling must have a turnover, and the only stock that moves is the stock that is in demand by customers.

It follows logically that the customer is always right. The bookseller will discover by experience that this is the only policy to pursue and will make adjustments and accept returns without question. Customers are sometimes unreasonable, even unjust but it is not wise to cross them.

Summing up briefly the essential rules for success in selling rare books are as follows:

- 1—Buy only books for which there is a sure market.
- 2—Price them reasonably.
- 3—Display them intelligently.
- 4—Advertise them.
- 5—Learn their main selling points.
- 6—When customers call discover their specific wants; secure the wanted books and let customers know when they are in stock.
- 7—The customer is always right even when dead wrong.

New Field for College Bookselling

Vassar Book Shop Takes Advantage of Reading Conference

IT is seldom that a college bookshop has such a splendid opportunity to feature children's books as had The Vassar Co-operative Bookshop on March 4th and 5th when the Alumnae Association of the college held a Children's Reading Conference.

Since the building of the new Alumnae House, educational conferences have been held with increasing frequency and popularity. Earlier this winter a poetry conference took place at which Leonard Bacon, William Rose Benét, Edward Davison, Hervey Allen, Marguerite Wilkinson,

Padraic Colum and Du Bose Heyward were present.

More lately has come the conference on children's reading, the first of its kind at Vassar. Dorothy Canfield Fisher was the guest of honor and the principal speaker. Other speakers, on special subjects, were Margery Quigley, representing the librarian's point of view, and Louise H. Seaman, head of the Macmillan Juvenile Department, representing the publishers' point of view. To furnish the material for discussion the Vassar Co-operative Bookshop was



Display of Children's Books arranged in a room of Alumnae House by the Vassar Cooperative Bookshop during a Children's Reading Conference held at the College

invited to hold a display of children's books.

The invitation was accepted and the Bookshop took up its temporary abode in a room of the Alumnae House. The room, with its fireplace and attractive furnishings was more than adequate as a background for the display. Maps, framed posters and originals of book illustrations hung on the walls, and books and still more books covered the tables and shelves.

The classification of the display was necessarily simple. "Picture Books," "For the Smallest Readers," "Epic and Folk Lore," "For Older Boys and Girls," "Information," etc.—were some of the headings. Unfortunately, as space prohibited, the display was somewhat limited. A number of publishing houses sent a selection of fifteen of their most unusual books and these, with compiled lists, guided the choice of the display.

The table that attracted special attention was that of the foreign picture books,

French, German, Italian and Spanish. Another table was given over to the display of lists and publications dealing with children's books. Miss Mahony of the Bookshop for Boys and Girls in Boston, very kindly sent a large number of copies of her famous *Hornbook* for free distribution. The New York *Herald Tribune* sent samples of its book review section containing "The Three Owls' Page."

The group attending the conference was made up almost entirely of college graduates of varying professions. Perhaps the professions most largely represented were the mothers and the librarians. The Bookshop especially enjoyed meeting the heads of the Juvenile Departments.

Future cooperation between the Alumnae Association and The Bookshop offers almost unlimited possibilities. Each conference presents new contacts and new outlets for the Bookshop together with the opportunity for renewing old ones.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

What Makes Up the Price of a Book?

A VERY interesting contribution to the technical knowledge of publishing has recently been made in the German booktrade journal, *The Boersenblatt*, in which Dr. Arthur Meiner, well-known authority on publishing, analyzed the problem of list prices as affected by changes in the component parts. In doing this, he turned an algebraic formula to a practical use in publishing technique, and this formula when studied sheds a very interesting sidelight on publishing problems.

The subject came up when a group of textbook writers in Germany brought forward the complaint that their income had not increased as it should in the readjustment to pre-war conditions. They claimed that, if, in the case of a 10 mark book, they were given another mark, the increase in the selling price of the book would only be 1 mark and that the public would produce no complaint. Dr. Meiner's article proved the fallacy of this too-easy arithmetic. He did this by the process of algebra, and, with these letters translated into English equivalents, the point that he makes can be profitably studied by others.

Dr. Meiner says, explaining German conditions, that

S = selling price
m = manufacturing costs

a = authors' royalty
o = overhead expenses of publisher
p = profit to publisher
r = retailers' gross margin

"We will then have $S = m + a + o + p + r$.

"The elements in this formula, with the exception of m, being fixed at so much per cent of the selling price S, the formula can then be written: $S = m + Sa + So + Sp + Sr$ in which a, o, p, and r, represent the decimal fractions.

"Algebraically the value of S becomes:

$$\begin{aligned} S &= m + S(a + o + p + r) \\ S - S(a + o + p + r) &= m \\ S[1 - (a + o + p + r)] &= m \\ S &= \frac{m}{1 - (a + o + p + r)} \end{aligned}$$

"To take an example:

Suppose m = 3 marks (manufacturing costs per copy)

o = 25% (overhead of publisher)

p = 10% (profit of publisher)

r = 35% (average discount to booksellers)

"The selling price without royalty will become:

$$S = \frac{3}{1 - (.25 + .10 + .35)}$$

$$\text{or } S = \frac{3}{0.30} = 10 \text{ marks}$$

"Let us incorporate now in the price a royalty of 10%, and we will have:

$$S = \frac{3}{1 - (.10 + .25 + .10 + .25)}$$

$$\text{or } S = \frac{3}{0.20} = 15 \text{ marks}$$

"We see then with surprise that to apply to this 10 mark book a royalty of 10% increases the selling price not 1 mark but 5.

"If the author demands 15% we will find by the same calculation that the selling price will become 20 marks. And if 20% is demanded the price will become 30 marks.

"To summarize: a 10% royalty increases the price of a book by 50%."

At first sight, these figures seem contrary to good sense, but, like all sound mathematics, they are capable of proof. This means, also, that any increase, whether it be in the author's royalty, manufacturing cost, publisher's overhead or discount to booksellers, has an effect on the selling price that is greater than would be expected.

Some of the figures in this formula would need to be reinterpreted in terms of American practice. Publisher's overhead in this country is not usually reckoned as a percentage of the retail price of the book but as a percentage of his own wholesale receipts. Yet the 25% which is used by Dr. Meiner and which he states is a common figure in France as well as in Germany is not very dissimilar from the American figure, as this 25% overhead on retail prices includes promotion and advertising, and, reinterpreted in terms of a percentage of wholesale cost, would be about 40%; that is, let us say, 30% for general overhead and 10% for promotion and advertising. The percentage of profit to the publisher is probably also in excess of the American figure if it is given as applying to all books. Only a book that has marked off its initial cost of plates can usually show such a margin as that. On the contrary, the discount to booksellers, which would of necessity have to include sales thru jobbers, should be in American practice about 5% more, which again would make a total of 100%.

Library Association Project

A SPECIAL committee of three is to be organized by the American Library Association to compile lists of books on George Washington in connection with the national celebration in 1932 of the 200th Anniversary of the birth of George Washington.

The Association has also approved a plan for establishing a reading room in Paris at the time of the American Legion Convention this summer.

A survey of school library service is to be made as soon as funds can be raised.

Money is being solicited from one of the large endowment funds to help in an extension of the international work of the A. L. A.

The Question Books

ANOTHER publishing record may have been established when the Viking Press found a market for 100,000 of "Ask Me Another!" within four weeks of publication date. We can think of no higher speed record for new material. The effect of this has reverberated over the country, and in newspaper columns as well as in the related fields of education and church work, questionnaires have been taken up and found effective.

Those who are interested in such an extraordinary example of quick distribution and publicity point to the fact that the cleverness of the publisher in his plans for this book lay in setting up bogey scores for each questionnaire, these bogies having been provided by leading scholars, professors and writers. It must have taken unusual persuasive powers to get all these people into print with their scores.

There is certainly a private satisfaction in comparing one's I. Q. with outstanding people and finding it not difficult to exceed their records.

No One Takes Responsibility

THE author of one of Boston's suppressed novels, Ernest Pascal of "The Marriage Bed," promptly undertook his own investigation of the situation and his experience was reported in the Boston *Traveller*.

The Superintendent of Police said, "I haven't read the book"; a member of the Booksellers' Committee, "I've only started reading the book"; the President of the Watch and Ward Society said, "I don't know anything about it. I haven't read the book"; the manager of the Watch and Ward Society was in New York and was interviewed by Mr. Pascal, but he also said he had not read the book and refused to discuss the question.

Mr. Pascal's statement is: "The Marriage Bed" is a wholly moral and even spiritual novel, essentially a defence of marriage as an institution. The story deals with everyday people and the experiences that come to them in the ordinary course of rather uneventful lives. There is not a salacious scene or phrase in the whole book.

Boston Booksellers State Position on Censorship Law

IN reply to the general criticism which has been levelled at Boston booksellers for their uniform observance of the warnings of the Watch and Ward Society and Police Department, the Booksellers Committee has issued a reply thru their attorney, Harold Williams, Jr.

"The solution of this problem lies in the hands of those who raise it by writing or publishing books which affront the feeling of large sections of our population," is the general conclusion of the report. "It is unfair to suggest that the booksellers as a class or individually are actuated by opinion either way. Their position as business men is one of neutrality and their sole duty is to supply every demand of their customers within the law. This duty they have performed and are performing without fear or favor, conceiving it to be the province of those who raise these delicate questions to bear the burden of settling them."

"The laws of Massachusetts make it a crime to sell any printed matter 'containing obscene, indecent or impure language, or manifestly tending to corrupt the morals of youth.' (G. L. chapt. 272, sect. 28). The decision of cases brought under this statute rests with the courts. The decision to prosecute under this statute rests either with the district attorney, or with any municipal or district court judge to whom application for a warrant may be made. The wording of the law is so broad that the result of any particular case must almost necessarily depend upon the mental make-up of the judge or jury who deals with a specific book. Presumably a statute as potentially inclusive as the one under which we live will in the long run be interpreted to reflect the gradual flux of current public opinion. The standards of a former generation would hardly be invoked to measure the literature of today. Many of the present-day novels approach this fine line of demarcation, and the high-

est literary quality does not of necessity fall within the law as it may be construed.

"Booksellers are business men and their first care is to conduct their business according to law. They are not concerned either with the censorship of public morals or with the defense of art from the assault of puritanism. Their problem is to protect themselves and they can only do so by heeding any warning from the constituted authorities. It would be well-nigh impossible for any bookseller to obtain, or for any lawyer to give an opinion that any one book might not be found to be contrary to law by some court or jury before whom it might come. G. Bernard Shaw pointed this out some years ago in his article on the censorship of plays.

"Such criticism of the Boston booksellers as appears in a news article in this morning's *Herald* is a striking illustration of the narrow-mindedness of the broad-minded, the intolerance of the liberal mind to illiberal opinion. People who are shocked by a book and believe that its diffusion is a danger to the community have a right to their views, which cannot be disregarded on any ground of intellectual superiority. There are certainly two sides to the question. And so it is unjust to criticise the booksellers as partisans because they decline to take sides. They cannot be crusaders in either cause.

"One may admire a martyr to art but where is the courage or sense in taking the position that some small shopkeeper who runs a circulating library and who has no interest either way shall wear the crown of martyrdom? Why should not some of the publishers, or better still, some of the authors, come forward to test in person the legality of his work? The booksellers of Boston would welcome any such action, and if the questioned book is vindicated in the courts they, then, would be very glad to sell it."

The Great Ronsard Collection

Maggs Brothers of London Displayed a Unique Collection of First Editions in New York Last Week

AT the bookshop of Edgar H. Wells on Forty-seventh Street, New York, Dr. Maurice L. Ettinghausen, representative of Maggs Brothers' bookstore in London, has been conducting an exhibition which includes as its outstanding feature a unique collection of first editions of Pierre de Ronsard, French poet of the sixteenth century. The exhibit closed on Thursday, March 24th.

For this collection a notable catalog has been prepared, edited by Seymour de Ricci, with reproductions of every title-page. In all there are 91 numbers valued at £10,000, including an autographed letter signed by Ronsard and a copy of one of his books of 1548, the last leaf bearing his autograph. This latter is a very early book, proved by the fact that he signed his name with a final "t," a practice that he changed shortly after that date.

It is possible to judge of the completeness of the collection when it is found that it exceeds by several titles the great exhibit of Ronsard shown at the Bibliothèque Nationale in Paris. The foundation of this collection is a group of volumes gathered together by the wealthy scholar, Prosper Blanchemain, who seventy-five years ago made an intensive search for Ronsard material. After the publication of his famous authoritative edition in 1857 to 1867, the

volumes were put away in his library in a castle in the south of France. Owing to fear of a German invasion in 1870, these were nailed up behind a false wall in the library and were never discovered until the grandson of this editor was clearing up the rooms and found the collection behind a false back to the bookcase.

This material included many unique copies, and forms about two-thirds of the entire collection as now shown. The others have been gathered from many other places. Research in many libraries indicates that most of the separate editions of Ronsard only exist in seven or eight copies; sometimes only in two or three. Of "The Epithalame" there are four on record, tho the British Museum copy was long thought to be unique. Of "Les

Amours" of 1552 no copy exists in any Paris library, and the British Museum copy is imperfect. The "Livret de Follastries," 1553, was a book that was burned by the executioner. In this copy every leaf is genuine. To have this collection available for examination in America is of great importance to students of French literature.

Among other things in the exhibit were many rare European manuscripts and a collection of miniatures from early hand-lettered books and from Asiatic illuminations.



The Corner Office Afield

Frederic G. Melcher

Los Angeles, February 10-14.

THERE is a great variety of good bookshops in Los Angeles of which I had opportunity to visit about a dozen. All these were collected in a neighborly way within two or three blocks of Pershing Square, the trade center having moved south and west from its old center on lower Broadway. The booksellers, together with their associates in near-by cities are organized into the Booksellers' Association of Southern California which, after some years of inactivity, was given a rebirth at a well-attended dinner held while I was in the city. There are so many common problems among such a group that there is everything to gain by this closer acquaintance and by the joint efforts which such an association will make possible. The dealer of Pasadena, Santa Barbara, San Diego, Hollywood and other centers are included in the group.

I was particularly pleased to have a chance at this dinner to meet Mr. and Mrs. John Hewitt of Long Beach. Their names have been on the roster of the American Booksellers' Association ever since I have known the list. It has always been a tremendous encouragement to the officials of this national association to find that they can rely on the regular support of such far-distant members. Long Beach has shot ahead in population with a great burst of speed lately which has given the Hewitts (Mrs. Hewitt is a full active partner) a very much greater clientele.

The moving spirits of this Booksellers' meeting seemed to be Ernest Dawson, the rare book dealer of Grand Avenue, and Charles Hixson manager of the book department of Fowler Bros. given plenty of support by the executive committee, including Leslie Hood of Vroman's, Philip Kubel of J. W. Robinson's, O. D. Hade of the Children's Bookstore, Markham Macklin and Charles Andrew of the Jones Bookstore. Ernest Dawson is a very rare and delightful bookman who has in

twenty years built up a sound and successful business with customers all over the country. His catalogs have been known to me for a long time. His stock is strong in the field of art and fine bookmaking and in these fields he is an important outlet for new as well as old books. The Dawson shop is unpretentious but well located and decidedly likeable. He has a particularly able group of associates in business, good bookmen whose importance to the business is recognized by a systematic profit-sharing plan which other bookstores requiring a high calibre staff might copy to advantage. Mr. Dawson's avocation is mountain climbing and his long association as secretary of the Sierra Club led to the naming of one of the high Sierras, Dawson Peak. At least one American bookseller seems sure of immortality.

Fowler Bros., where Charles Hixson is buyer for the book department, is a big modern stationery bookstore on one of the busiest blocks of Broadway. The equipment and lighting of this shop may well be a source of pride to its head, J. W. Fowler. As at Jones' one is immediately impressed with the size of the stock which these Coast stores carry, perhaps the more impressed because so much of the stock is here in sight. The south wall of the shop has shelving for about 18,000 books, a large library in itself. It is a high studded floor with room for 16 shelves above the ledge. It must be a problem to encourage browsing in such altitudes.

The Jones Bookstore has a busy location facing Pershing Square from Sixth St. There must be a very high percentage of potential book buyers among the passersby, and the store reaches out for any and all, as do the famous Smith stores of England by putting magazines at the sides of the entrance and books of popular appeal just inside. Mrs. Maynard, the proprietor, is an energetic merchandiser and a strong believer in developing connections for the store with the city's varied activities. The

book stock seems of great proportions and, as at Fowler's, a bank of bookshelves runs along one side and an easy staircase takes customers down to a large children's department in the basement.

A block beyond Jones' is the store of C. C. Parker, a store so well known as to make comment on it in a booktrade periodical almost superfluous. It is a store that can never be copied because its virtues are the reflection of a unique personality. It is attractively planned, discerningly stocked and embodies in its every gesture the spirit of its courtly and delightful proprietor. I browsed from shelf to shelf sensing the reading breadth of the man who had been offering this kind of rich fare to two generations of readers. Not only has he served booklovers but he has taught other; the art, and among the alumni of the Parker store are such bookmen as Philip Kubel, Wallace Wachob and Charles Hixson.

Two blocks beyond Parker's on Sixth St. is the largest of the Holmes second hand stores. I did not meet Mr. Holmes; he seemed always out, buying I guess, for it seems as tho I have never seen more books in one place. Every subject has a section or two crammed full and running over, and, as the customers seemed numerous, and the telephone from branch stores was perpetually ringing, there must be need of rapid and heavy buying. In the balcony Mr. Holmes has a private cache of greater rarities than he wants to mix in with his general stock. Again I noted the large amount of new stock that is needed to fill out the shelves of a secondhand book store, vocational, technical, language books, dictionaries, occult, etc. Around the corner from here on Figueroa St., a thoroughfare that seems certain to have a busy future, is the Children's Bookstore venture of Mr. and Mrs. Macklin. They have rented a little frame house, left over from the avenue's residential days, and have gathered a very representative group of children's books informally and useably displayed in the three cosy rooms on the first floor. The Macklins know the field of children's literature and know Los Angeles people and may be expected to soon have the path to their door well worn.

Little's on Broadway is rather different from the usual type of bookstore. The con-

nection of books with the gift-store business is carried to its logical conclusion by including an excellent display of the best current and standard books in a handsome departmentized shop wholly given over to gift merchandise. I have seen books well displayed in gift shops, but never as effectively as this. The department allotted to them is some fifty feet down the long store and must be noticed by everyone in the main aisle. The book display is separated from the main aisle by a low partition, so there is a sense of privacy created while the whole section is still conspicuous. Miss Thomas, who has charge of this department, has used great discrimination in the selection of books and seems to be able to fill a great many general orders as well as to fit books to gift purposes. With the growth in the number of gift shops throughout the country, the experience derived from a carefully conducted experiment like this is full of suggestions.

The department store customers in Los Angeles are particularly cared for, and four stores located at different points in the busiest section offer excellent book service. When the J. W. Robinson Department Store moved up to Seventh Street, it was considered a daring experiment on the part of its owners, but the trade has followed it there and the aisles are busy. The book department is given an extraordinarily fine setting at the left immediately in front of the Grand Avenue entrance. I was interested to notice that the children's books were the first things one encountered; then special displays such as a table covered with "Smoky," which the author had been autographing; then the current fiction, reprints and classified stock. A complete stock of *Everyman's Library* was also to the front. At the left against the wall is the department of fine bindings, which the manager, Philip Kubel, has spent much time upon and for which he was abroad buying stock when I called. This part of the business has been so successful that it is being copied by other stores up and down the Coast. In systematizing this department, Mr. Kubel keeps a triplicate record of each book, its characteristics and the quality of its binding. One copy of the record stays with Sangorski & Sutcliffe in London, where the binding is done, one is

kept at the Robinson store, and the third goes to the customer with his purchase, in order that he may remember the special points of the book and thereby get the greater pleasure from its ownership.

Bullock's has approached the problem of a book department in a different way by giving the business a separate entrance and all the atmosphere of a separate store. As at Robinson's, great pains have been taken with the fittings, and June Cleveland, the buyer, has inspired her staff to an enthusiasm for good arrangement and presentation of stock. The store might be termed an excellent example of good housekeeping in bookselling. There is careful attention to children's books, and also to fine bindings, and the system of buying records, with the able assistance of Miss Manson, is constantly keyed up to the effort to have the right book on hand at the right time.

The May Company is a newer entrant into the field of book departments, but is being carried forward energetically by the enthusiasm of May Perks, well known for her New York experience. This store is on the second floor between the elevators and the service department. It has an excellent chance to expand at Christmas by the condensation of the luggage display. By good cabinet work, a sense of privacy has been created for the department, tho it is on a busy floor with a popular type of business. Miss Perks has been an experimenter with out-of-department tables and sometimes has had as many as a dozen tables scattered around the big building all furnishing outlets for books. She is also a believer in the importance of remainders and of quantity buying for popular distribution.

The Broadway Department Store nearer the old center of retailing gives central first floor space to its book department, and the proprietors are strong supporters of this feature of their business and are making new plans to give books continued backings. A vast number of people pass by one side of the department or another and give the manager, Mr. Moriarty, a good chance to experiment with popular taste.

Hollywood has a book center of its own, and the city is developing so rapidly that these stores seem to have a bright future. The Hollywood Bookshop on the Boule-

vard is a delightfully planned store which the proprietor, Mr. Stade, is steadily developing. The store has a mezzanine devoted to children's books, and beneath this is a general browsing room with a fireplace connecting with an extension back of the next store, which gives room for art objects. Mr. Stade is a thoroly trained bookman of the foreign school, having served in bookstores in Strassbourg, in Paris and in England, coming to Pasadena in 1913 at the invitation of Mr. Vroman, who met him when he was a bookseller in Paris. Since buying out Mr. Leonard's interest in the Hollywood Bookstore, he has been steadily developing the book side of the business and stationery is gradually disappearing. There is room in the back of the store for lectures, which he often arranges for visiting authors.

A little way down the street is the delightful personal bookshop of Unity Pegues. Here in an atmosphere of informality is a most excellent collection of books attuned to the special interest of her customers; every temptation to take time to select and to have informal talk with other friendly people. A specialty of this shop is books on house decoration, the rapid building of fine homes in Hollywood making these of especial interest.

In Pasadena the main shopping street is East Colorado, and the store of A. C. Vroman is one of the outstanding enterprises in a busy section. The store has such a big general stock that books are given a conspicuous attention, not only by counters and classified sections, but behind these by a children's room and behind that a large delightful fine book room, with a particularly pleasing atmosphere for the sale and display of old books, fine bindings, fine printing and library editions. Passing from this, one comes into a little open court with a fig tree in the middle and flowers of many kinds. Leslie Hood is buyer and host at the book section and one of the conspicuously active men in the Southern California booktrade.

Herbert F. Brown has a large general store further down the street, and his stock is complete and varied. Mr. Brown is an energetic merchant and competent bookman with a very keen sense of the service functions of a bookstore.



*Vroman's Bookstore at Pasadena has a beautiful patio in the rear.
Leslie Hood is the manager of the book department*

I was fortunate at Pasadena to have an opportunity to visit the new Public Library. The dedication was coming two days later, but Miss Drake, the librarian, was good enough to allow me to have an advance view of the building. It is easily one of the most successful efforts to present books in an attractive way that I have ever seen. The whole building is on one floor, and the departments lead from each other in natural and pleasant succession. The main entrance is thru a court yard decorated with six tall palms. Sections of this court yard left and right have been separated from the main path to the door by iron fencing so that the section to the left can be used as an open air reading room for the children's room and the section to the right as a reading room for the art department which is beyond. There is a delightful auditorium that can be also used for exhibitions and was being used for a display of paintings, and a fine room devoted to Californiana. Myron Hunt was the architect, but he must have had much of his inspiration for arrangement from Miss Drake, judging by the practical way in which problems of library service have been worked out.

Of course, Pasadena will be increasingly

a mecca for book lovers and for scholars because of the great Huntington collection, housed in a building of classic proportions on the grounds of Mr. Huntington's estate. The librarian, Leslie E. Bliss, very courteously gave me every opportunity to see this famous building. The entrance is into a long hall with some of the great treasures displayed in glass cases, but the real sense of what this library means comes on entering the huge fireproof stack room. Here behind glass doors are shelf after shelf of almost irreplaceable rarities. The completeness with which this great collector has built up his accumulations in the fields of his special interest never ceases to be amazing. It was only possible by buying whole libraries at the time when famous English libraries were coming into the market. There is shelf after shelf of incunabula and a collection of Elizabethan literature so complete that it seems that it must contain every book of that period. There seems to be no period of literature that is not represented by its key books, however rare they may be. Certainly the scholars of the future will become well acquainted with Pasadena, and Mr. Huntington plans to provide for a steady increase in the facilities for students.

New Book Club Selections

THE First Edition Club of New York, which is following out a similar program to the Book-of-the-Month Club, has sent out to members for its first selection, Sinclair Lewis's "Elmer Gantry" which was the March selection of the earlier club also.

This new club is emphasizing the fact that its subscribers will get copies of the first edition of the book which, in the case of "Elmer Gantry," was announced by the publisher to be one hundred thousand.

The Literary Guild is sending out as its second book "Mr. Fortune's Maggot" by Sylvia Warner, author of "Lolly Willowses." This is to be published by the Viking Press.

Kansas City and "Elmer Gantry"

BECAUSE Sinclair Lewis spent several months in Kansas City while he was in the final task of completing his manuscript of "Elmer Gantry," because one of the Kansas City ministers spent the previous summer with him in Michigan, and because while he was in Kansas City there was formed a group of ministers which became known as "The Sinclair Lewis Sunday School Class," that city looked to the publication of the book with a good deal of special interest, and several of the churches on March 13th had sermons on the subject. These churches use advertising mediums regularly in announcing their programs, and Mr. Lewis's publisher has reproduced some of these to indicate the excitement the book has created.

Dr. William L. Stidger, formerly of Detroit, and known to the booktrade because of his experimentation with book sermons, had an evening talk on "Step by Step With Sinclair Lewis in Writing the New Novel," taking up the topics "How Did He Come to Write It?", "What About the So-Called Sinclair Lewis Sunday School Class?", "Who Are the Originals of Some of the Preachers?", "Did Ever Such a Minister as Elmer Gantry Actually Exist?", "Is Aimee McPherson Pictured in the New Book?", "Did Lewis Actually See a Preacher Drunk While He Was in Town?", "What Contribution Did Dr. Birkhead Make to the Book?"

Crone President of New York League

THE New York Booksellers' League held its monthly dinner at the Brevoort Hotel on March 16th, listened to two notable talks and elected officers. President Arthur Brentano, Jr., presided, a favorable treasurer's report was read by Theodore E. Schulte, and the secretary, Wm. McKeatchie, read a most interesting review of the League's long history.

Albert R. Crone, manager of promotion and sales of the R. R. Bowker Co., was elected president for the new year. Mr. Crone joined the *Publishers' Weekly* just ten years ago and is one of the directors of the corporation. He has traveled extensively over the country in the study of booktrade conditions and the outlet for trade helps.

New directors for a three year term are:

Arthur Brentano, Jr.
Ange Fagnano.
Courtland Fitzsimmons.
John A. Holden.
John Loos.
John Macrae, Jr.

Anthony Fiala, author of "Troop C. in Service, 1899" and of "Fighting the Polar Ice," gave a notable talk on his experiences in the Arctic and in South America, and Dr. T. T. Lew of Union Theological Seminary on "What is Wrong in China."

"American Tragedy" Essay Contest

BONI & LIVERIGHT have announced the winner in their essay contest on Theodore Dreiser's "An American Tragedy." The judges, Arthur Garfield Hays, Bishop William Montgomery Brown and Heywood Broun, have awarded the prize of \$500 to Albert H. Levitt of Lexington, Va. The decisions show that two of the judges concurred in the choice of Dr. Levitt's essay, and the other one placed it second. The subject was "Was Clyde Griffiths Guilty of Murder in the First Degree?"

Dr. Levitt is professor of law at the Washington and Lee University in Lexington, Va., and has contributed numerous articles on legal subjects and is associate editor of *Central Law Journal* of St. Louis.

In the Book Market



THE *Columbia University Press* has issued a book which bids fair to be one of the best books of the year as far as its format is concerned. But in addition it claims attention to its text. It is "Short Stories" by Walt Whitman, now first collected by Thomas Olive Mabbott. Allen Lewis, whose work in "Paul Bunyan," *Knopf*, did much to promote the popularity of that book, has not only done the woodcuts for this book but has planned the volume and made for it a striking cover. The decorated initials are especially interesting, and we reproduce one of them on this page. The volume contains a short novel and four sketches from the pen of Walt Whitman preserved hitherto only in the files of rare periodicals and now first collected in book form, with an informative introduction, by Mr. Mabbott. ❀ ❀ ❀ John Erskine who has gained quite a reputation, with his "Private Life of Helen of Troy" and "Galahad," as an historian who reads between the lines, is to conclude his trilogy with a book about Adam and Eve. What kind of Adam and Eve we don't know. In fact the only things we do know about it are that neither God nor the Serpent enter into it, that his Eve is not made from Adam's rib and that the book is, like its predecessors, to be published by *Bobbs-Merrill*. ❀ ❀ ❀

"Ask Me Another!," the question book prepared by Spofford and Estey, published by *Viking Press*, sold to the extent of 100,000 copies in the first four weeks and as might be expected a second book by the same people is in preparation. In the meantime two more quizzers have been published, a paper-bound and a usual cloth bound one, both bearing the title "Answer This One." The paper-bound has been published by the *Ready Reference Publishing Co.* and no compilers are given. The other title-page, above the colophon of *Edward J. Clode*, bears the names of Harry Hansen and Franklin P. Adams (F.P.A.) each of whom writes a column for the New

York *World*. Like the cross-word puzzle the question game had been long in favor before it gained its immense popularity thru the publication in book form but it was not played as it now is, under every lamp-post. Also, question books for children are announced by *Viking, Platt and Munk* and *Milton, Bradley*. ❀ ❀ ❀ *Pascal Covici* is to publish a translation of Huysmans' "A Vau-L'Eau," "Down Stream," which Samuel Putnam has made. The other two volumes in this trilogy, translated as "Down There" and "Against the Grain" have both been published here, the former by *A. & C. Boni* and the latter originally by *Lieber & Lewis* but later taken over by the *Bonis*. It will come out in May.

Two books announced by *Dodd, Mead* for this week will prove of interest. The first is "Horizon" by Robert Carse, a new sea writer who purports to bring back some of Melville's realism with a touch of Conrad's romance. He is a newspaper man but spent several years of his early life before the mast. The other is "Anatole France, The Parisian" by Herbert L. Stewart, a full length portrait of the Master which is said to be the first complete interpretation of all sides of his personality and character. ❀ ❀ ❀ Ralph Henry Barbour's first automobile story for boys, "Heading North," was published March 19th by *Revell*. Ellis Parker Butler says, "It's the only kind of a boy's book that has been worth the hoot of a pop-eyed owl since 'Tom Sawyer.'" Which is, at one and the same time, high praise and reckless damning. ❀ ❀ ❀ Mr. Michael Arlen, in Paris, is correcting proofs and re-writing the last part of his new novel, "Young Men in Love," which *Doran* will publish. ❀ ❀ ❀ On Wednesday *John Day* will publish "The Sorcerer's Apprentice" by Hans Heinz Ewers, a tale of religious hysteria among a group of peasants, illustrated by Mahlon Blaine who proves himself a master of horror. Ewers is also author of "The Ant People," *Harcourt, Brace*, and Blaine the illustrator of "Limehouse Nights," *McBride*.

An A. B. A. Page

News and Notes of the American Booksellers' Association

Ellis W. Meyers, *Executive Secretary*

255 Tenth Ave., New York City

Preparing for May

IT appears that most of the booktrade of the country will be at the Hotel Commodore on Monday, May 9th, at the opening session of the American Booksellers Association's convention. Letters are beginning to arrive at the executive office and the writers seem to be taking a great interest in the forthcoming gathering of booksellers, particularly in the business program.

Bookselling Education will be discussed in detail. A joint publishers-booksellers committee under the chairmanship of Marion Humble has been working on a program that will make available to the trade a complete course in retail bookselling in all of its phases. This is a most important matter and the committee has been fortunate in securing the aid of the Federal Board of Vocational Training in making its preliminary survey. E. W. Barnhart, chief of the bureau, will be at the convention and will discuss the subject of general education for the trade at the Tuesday session. The committee will, with Mr. Barnhart's aid, meet with a number of booksellers just before the convention and prepare a program.

The Round Tables will have as their chairmen booksellers who are particularly capable. It is a part of the program that ought not be missed by any bookseller. During the morning there will be conferences for every type of store, and in the afternoon matters that confront all booksellers and that require special knowledge will be discussed.

The Executive Session this year will find the trade ready to enter into a discussion of possible new methods to improve trade conditions and make possible the selling of more books to more people. The new Code of Ethics is to be submitted at this time. There is great need for a complete under-

standing of the "unwritten laws" of the business. There seems to be a tendency on the part of a number of booksellers to break some of them, particularly, and this matter has been reported to the executive office no less than half a dozen times in the last week, the maintenance of publication dates. The adoption of the new code, and the knowledge that all booksellers are familiar with it, will, in all probability, eliminate a number of such complaints.

Starting with the annual get-together dinner-dance on Monday night at the Commodore. There will be a special feature on Tuesday night as the committee is preparing a Circus Ball at which there will be a great deal of gaiety and entertainment. A theatre party is planned for Wednesday, and Thursday night will, of course, find us gathered round the festive board at the annual banquet, which will be followed by a dance. In addition to the speakers who were listed last week, Roxy, the famous radio-moving picture star, owner and director of the new Roxy Theatre, will be with us.

A feature of the program for the convention will be the theatre party given by Roxy on Sunday, May 8th. He will entertain some of the officers of the Association, publishers and authors at the new theatre. This will be preceded by his weekly broadcasting, during which period three or four of the guests will be introduced to the radio audience, and will say a few words. Convention Week will be featured at the Roxy Theatre all during the week of May 8th.

Publishers who wish to furnish souvenirs for the banquet are requested to get in touch with Mr. Frank Magel, chairman of the entertainment committee, at his office, Syndicate Trading Company, 240 Madison Avenue, New York City.



Prize Biography Window in Levinson's Bookstore, Sacramento

Prize Biography Displays

THE prize contest for best windows featuring the biography display prepared by the Michael Gross Company resulted in a galaxy of photographs.

First prize of \$50 in cash to Levinson's Bookstore, Sacramento, California.

Second prize of \$25 to Pettibone, McLean Company of Dayton, Ohio.

Third, fourth and fifth prizes of \$10 each to The Book Store, Greensboro, N. C., the Glass Block Store of Duluth, Minn., and John W. Graham & Company of Spokane, Washington.

A second display, "Books for the Modern Housewife," has been prepared and is ready for delivery. The title is given in large letters across the top of the display and under it is a small country home with the following books placed in a crescent around it: "Fannie Farmer's Cook Book," "Education and the Good Life" by Bertrand Russell, "Understanding Our Children" by Frederick Pierce, "Your Home Beautiful" by Lucy D. Taylor, "Standard Etiquette" by Anna Richardson, Lulu Hunt Peters' "Diet and Health," and Hugh Findlay's "Garden Making and Keeping."

Philadelphia Booksellers' Ladies' Night

THE annual "Ladies' Night" of the Booksellers of Philadelphia, held at the Bellevue-Stratford, on St. Patrick's Day, was a "Green Party," and was a great success.

The president, C. C. Shoemaker, was absent, due to serious illness of one of his family, and Frank V. McGrath, of Leary's Book Store, presided. Past president of the National Association, L. B. Herr of Lancaster, Pa., was present.

Mrs. Caroline B. King, of the Woman's Section of *The Country Gentleman*, told how this section is serving the farm women of today. There are 6½ million farms in the U. S., with at least one woman on each farm, so the department can be of untold value to this vast number of women, Mrs. Anna B. Scott, Cooking Expert and Food Economist, whose articles appear in *The Philadelphia Inquirer*, known to thousands of "listeners in," was the next speaker. Her talk was a charge to the home-making women of today.

Following Mrs. Scott's talk, the floor was cleared for dancing.

*Henry Frowde*

DEATH OF HENRY FROWDE

HENRY FROWDE, formerly publisher to the University of Oxford, died at Croydon, England, on March 3rd, 1927, at the age of 86. He became manager of the Oxford University Press in England in 1874, retiring in 1913. His efficient administration of the world-wide business of the Press, with its branches in all quarters of the globe, made his name a household word to all in the publishing business. The faith Mr. Frowde had in the future of the American book trade was demonstrated when he persuaded the Delegates of the Press to establish the American Branch in New York. This was done in 1896. His foresight was justified by the success of the Branch, the constant progress of which was his especial pride. The distribution in one day of a million copies of the Revised Version of the New Testament in 1881 was a publishing feat that thoroly demonstrated Mr. Frowde's genius for organization.

Mr. Frowde held office of publisher to the University of Oxford for 39 years, his administration being marked by skill, devotion and a large measure of success.

The Small, Maynard Bankruptcy

CHARGES of larceny to the extent of \$474,500 have been brought in eight indictments against Norman H. White, president of Small, Maynard & Co., Boston publishers, and treasurer of the Boston Bookbinding Co.

The charges are brought by eight leading banks, who allege that Mr. White obtained these sums of money by presenting false statements of the conditions of the companies in which he held office. They claim that in negotiating the loans he represented that he had liabilities in only three of four banks when in reality he was dealing with more than thirty.

Business Notes

ABERDEEN, WASH.—Wolff's Book Shop, George J. Wolff Company, has been opened.

BOSTON, MASS.—The Boston Common Book Service, Katrine Collins and Mary Jarrett, has been established at 16 Carver Street. It is not a bookstore but offers individual service in obtaining books or information about them.

CHICAGO, ILL.—Jolan's Circulating Library, a library and bookstore, has been opened at Kimball and Lawrence Avenues by Mrs. Jolan Freid.

INDIANAPOLIS, IND.—Beach's Bookshop, Spink Arms Hotel, 418 North Meridian St., has been changed to the Meridian Bookshop.

NEW YORK CITY.—Reilly & Lee, Publishers, of Chicago, have opened an office in New York, Room 310, 51 East 42nd Street. The office is in charge of their Eastern manager, Howard Willard Cook.

OAKLAND, CALIF.—The Barber Branch of Dalton Brothers has been opened at 422 15th Street.

SAN FRANCISCO, CALIF.—In giving the address of the Aquarian Bookshop we mis-called it the Antiquarian Bookshop. The Aquarian Bookshop is at 358 Sutter Street.

STILLWATER, OKLA.—The Sunwise Shop, old and new books and a circulating library, has been opened by W. E. Welch at 114 West 7th Ave.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Franklin P., and Hansen, Harry,
comps.

Answer this one. 191p. O [c.'27] N. Y., Clode \$1.50
Another book of questions and answers, each quiz consisting of twenty-five questions.

All things bright and beautiful; a children's
picture book [religious]. no p. il. (col.) O
'26 [Milwaukee], Morehouse Pub. Co.
bds. 80c.

Answer this one; the fact puzzler. 63p. S
[c.'27] N. Y., Ready Reference Pub. Co.,
406 W. 31st St. pap. 25c.
Five hundred questions, with answers at the back of the book.

Arent, Dr. Leonora

Poems. 37p. D [c.'27] Bost., Christopher
Pub. House \$1

The white light [novel]. 195p. D [c.'27]
Bost., Christopher Pub. House \$2

Augur [pseud.]

Soviet versus civilization. 106p. D c. N. Y.,
Appleton \$1.50
A study of international relations by a Russian
journalist.

Ayres, Clarence Edwin

Science; the false messiah. 295p. O [c.'27]
Ind., Bobbs-Merrill \$3
A sweeping criticism of our faith in the powers
of modern science.

**Barbour, Ralph Henry [Richard Stillman
Powell, pseud.]**

Heading north; automobile adventures.
286p. il. D [c.'27] N. Y., Revell \$1.75
A story for boys, about automobile racing.

Barclay, W. S.

The land of Magellan. 248p. il., maps (pt.
col) O [n.d.] N. Y., Brentano's \$4

History and description of the little-known lands
of the southernmost portion of South America.

Barrington, E., pseud. [Mrs. L. Adams Beck]

The divine lady; a romance of Nelson and
Emma Hamilton. 425p. front. D [c.'24] N. Y.,
Grosset \$1

One of the first of a new series of reprints of
outstanding novels at a popular price.

Barry, Philip

White wings; a play; introd. by Donald
Ogden Stewart. 204p. il. D '27 c.'25, '27 N. Y.,
Liveright bds. \$2

A satirical comedy played in New York this sea-
son.

Bennet, Robert Ames

On the rustler trail. 278p. D c. Chic.,
McClurg \$2

A western story of love and adventure.

Blake, William

Ideas of good and evil [lim. ed.] [verse].
74p. D '27 Yellow Springs [O.], Kahoe &
Spieth \$2

Bodenheim, Maxwell

Returning to emotion [verse]. 69p. O
[c.'27] N. Y., Liveright bds. \$2

**Bogart, Ernest Ludlow, and Landon, Charles
E.**

Modern industry. 603p. (bibls.) il. diagrs.
O (Longmans' economic ser.) c. N. Y.,
Longmans \$3.75

Boulenger, E. G.

A naturalist at the zoo. 206p. il. O '27
N. Y., Brentano's \$3
An interesting and popular "Who's who" of the
animals in the zoo.

Bromfield, Louis

The green bay tree; a novel. 341p. D [c.'24]
N. Y., Grosset \$1

Andrews, Lincoln Clarke

Analysis of operation of federal and state laws
affecting prohibition. 15p. O '26 Wash., D. C.,
Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Bradley, E. Warner, and Reeves, J. Reeder

The old country store; a farce of rural humorsities
in one act. 20p. D (French's internat'l copyrighted
ed. no. 590) c.'27 N. Y., S. French pap. 30 c.

Brooks, Van Wyck

Emerson and others. 250p. O [c.'27] N. Y., Dutton bds. \$3

A study of Emerson in six episodes, together with essays on Yeats, Ambrose Bierce, Herman Melville, Upton Sinclair and others. (Some of the papers have appeared in print before.)

Buranelli, Prosper, and others, eds.

The cross word puzzle book; seventh series. 129p. front. D c. N. Y., Simon & Schuster \$1.35

Introducing the diagramless cross word puzzle, and forty-five others selected as the best of those submitted to the New York *World*.

Carew, Dudley

Tuesday, Wednesday, Thursday. 276p. D c. N. Y., Frank-Maurice \$2

The story of three eventful days in the lives of a group of individualistic English people.

Carpenter, Frank George

Australia, the Philippines and other islands of the sea [new ed.]. 432p. il. (col. front.), maps (pt. col.) D (Carpenter's new geographical reader) [c.'04, '27] N. Y., Amer. Bk. \$1

Carpenter, Joseph Estlin, D.D.

The Johannine writings. 505p. (bibl. footnotes) O '27 Bost., Houghton \$7.50

A study of the Apocalypse and the Fourth Gospel.

Carter, William, D.D.

The other side of the door; introd. by S. Parkes Cadman. 185p. D [c.'27] N. Y., Revell \$1.50

Sermons by a Brooklyn pastor, many of which have been given over the radio.

Caylor, Rose

The woman on the balcony. 319p. D c. N. Y., Liveright \$2

The story of a wife, and of a husband's efforts to extricate himself from her possessiveness. The scene is Chicago.

Cellini, Benvenuto

Memoirs; tr. by Thomas Roscoe; tr. rev. 556p. T (World's classics, no. 300) '27 N. Y., Oxford 80c.

Columbus, Christopher

The letter of Columbus to Luis de Santangel concerning his voyage to the Indies; il. by Julian A. Links [lim. ed.]. 23p. O ['26] San Francisco, Windsor Press, 461 Bush St. bds. \$8

Originally printed at Barcelona in 1493.

Copenhaver, Laura Scherer, and Copenhaver, Eleanor

The glory of the task; a pageant of woman's growing heritage. 27p. S [c.'27] N. Y., Womans Press pap. 50c.

Cox, A. B.

The professor on paws. 286p. D c. N. Y., Dial Press \$2

An amusing story of a professor who became a cat.

Delteil, Joseph

The poilus; an epic; tr. by Jacques Le Clercq. 207p. O c. N. Y., Minton, Balch \$2.50

A terse, vivid history of the World War—word pictures and interpretation.

Devette, William A.

One hundred problems in woodwork. 208p. il. Q '27 Milwaukee, Bruce Pub. Co. \$2.40

Diderot, Denis

Dialogues; tr. by Francis Birrell. 207p. O (B'way lib. of 18th century French lit.) ['27] N. Y., Brentano's \$4

Downey, Fairfax

Young enough to know better; il. by Jefferson Machamer. 110p. D [c.'26, '27] N. Y., Minton, Balch \$2

Amusing verse and pictures on the subject of this younger generation.

Dutton, Henry Post

The business and its organization. 115p. D (Manuals of business management, v. 1) c. Chic., A. W. Shaw

buck. \$22.50 (sold in set only)

Purchasing. 115p. D (Manuals of business management, v. 2) c. Chic., A. W. Shaw

buck. \$22.50 (sold in set only)

Eyre-Todd, George

The London Midland and Scottish railway; 2nd ed. 95p. il. (pt. col.) D (Peeps at great railways) '26 [N. Y., Macmillan] \$1

Farjeon, Joseph Jefferson

The Crook's Shadow. 264p. D c. N. Y., Dial Press \$2

About a mystifying individual who preys upon both detectives and criminals.

Fiddes, Edward

American university; a lecture delivered at the University of Manchester on 16th November, 1925. 34p. D '26 N. Y., Longmans bds. \$1

Bureau of Agricultural Economics

The agricultural outlook for 1927. 40p. O (U. S. Dep't of Agri., misc. circ. no. 101) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

Calvin, Jeannette M., comp.

International trade in toys. 40p. O (Trade information bull. no. 445) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Childs, James Bennett

Hispanic American government documents in the Library of Congress. 7p. O '26 [Balt., Williams & Wilkins] apply

Elliott, Byron Kosciusko, and Elliott, William Frederick

A treatise on the law of roads and streets; 2 v.; 4th ed., rev. and enl. various p. D '26 Ind., Bobbs-Merrill apply

Finnemore, Horace

The essential oils. 895p. il. O '26 N. Y., Van Nostrand \$20

Fish, Herbert Clay

Our state of Washington. 110p. il. map D [c.'27] N. Y., Scribner 72 c.

Fleming, J. A., ed.

The electrical educator; v. 2. various p. il. diagrs. O '26 N. Y., Pitman \$17.50, set of 2 v.

Foster, John B., ed.

Spalding's official baseball guide, 1927. various p. il. S (Spalding "brown cover" ser. of athletic handb'ks, no. 100X) c.'27 N. Y., Amer. Sports Pub. Co. pap. 35 c.

Fox, J. J., and Bowles, T. H.

The analysis of pigments, paints and varnishes. 189p. il. O '27 N. Y., Van Nostrand \$4.50

Fraser, Cecil Eaton

Finance. 115p. D (Manuals of business management, v. 10) c. Chic., A. W. Shaw buck. \$22.50 (sold in set only)

Gallagher, Elizabeth L.

Music rhymes. 51p. il. O [c.'27] N. Y., Author, 22 E. 89th St. bds. \$1.25
Twenty-eight rhymes, each emphasizing something that must be learned by child pupils wishing to play or sing.

Gates, Barrington

The Mulligatawny medallion; and four other short plays. 124p. D (Contemporary British dramatists, v. 37) '26 c. [N. Y., S. French] pap. \$1.25

Glaister, Richard, D.D.

The beauty of the Lord, and other sermons. 320p. D [n.d.] N. Y., Doran \$2

Gribble, George Dunning

The scene that was to write itself; a tragedy-comedy in one act. 37p. D (Contemporary British dramatists, v. 12) '26, c.'24 [N. Y., S. French] pap. \$1.25

Griffith-Jones, Ebenezer, D.D.

The dominion of man (some problems in human providence). 334p. (bibl. footnotes) D (Providence—divine and human, v. 2) ['26] N. Y., Doran \$2.50

Hamilton, Flora Brent

When lilacs bloom [essays]. 145p. D c. Chic., P. Covici bds. \$2

Harwood, H. M.

The grain of mustard seed; a play in three acts and four scenes. 91p. D (Contemporary British dramatists, v. 32) '26 c. [N. Y., S. French] pap. \$1.25

"Please help Emily"; a flirtation in three acts. 101p. D (Contemporary British dramatists, v. 36) '26 c. [N. Y., S. French] pap. \$1.25

A social convenience; in four acts. 89p. D (Contemporary British dramatists, v. 45) '26 c. [N. Y., S. French] pap. \$1.25

The supplanters; a play in four acts. 116p. D (Contemporary British dramatists, v. 35) '26 c. [N. Y., S. French] pap. \$1.25

Three one-act plays; The mask (with F. Tennyson Jesse): Honour thy father; Confederates. 75p. D (Contemporary British dramatists, v. 46) '26 c. [N. Y., S. French] pap. \$1.25

Hauck, Louise Platt

Joyce. 300p. D c. Phil., Penn \$2
A romance that begins in Mrs. Franklyn's unusual and attractive boarding house.

Hawtreys, Ralph George

Monetary reconstruction; 2nd ed. * 183p. (bibl. footnotes) O '26 N. Y., Longmans \$3.75

Heller, Frank, pseud. [Gunnar Serner]

Lead me into temptation; tr. by Robert Emmons Lee. 277p. D [c.'27] N. Y., Crowell \$2

The adventure of a staid professor in a Swedish university who has a friend who agrees to "show him the town" of Copenhagen.

Hobson, G. D.

Maioli, Canevari and others. [lim. ed.] various p. il. (pt. col.) Q (Monographs on bookbinding, no. 1) '26 Bost., Little, Brown \$20 bxd.

Hollis, Gertrude

The place where two ways meet; thoughts for Passiontide and Easter. 92p. S ['27] Milwaukee, Morehouse Pub. Co. pap. 80 c.

Holmberg, Uno

The mythology of all races; v. 4, Finno-Ugric, Siberian. 612p. (22p. bibl.) il. (pt. col.) map O c. Bost., Marshall Jones buck. \$10; \$8, as part of 13 v. set

Home, Gordon

The Great Western railway; 2nd ed. 95p. il. (pt. col.) D (Peeps at great railways) '26 [N. Y., Macmillan] \$1

Hopkins, Jane Hanford, and Hopkins, Charles Henry

Applied power; an inspirational paragraph philosophy of life with positive instruction for developing the possibilities and full powers of the individual. 224p. D [c.'26] Cedarville, Mich., Authors \$2

Horton, Robert Forman, D.D.

The capacity for God (Confessio credentis). 275p. D '27 N. Y., Doran \$2.50

Gear, Harry Barnes, and Williams, Paul Francis

Electric service distribution system; 3rd ed., rev. and enl. 496p. il. O '26 N. Y., Van Nostrand \$5.50

Geiger, John L.

Music appreciation; outlines of study; bk. 1, Vocal; bk. 2, Instrumental. 95p. (2p. bibl.); 103p. (2p. bibl.) O c. Bloomington, Ind., Ind. Univ. B'k-store pap. 85 c., ea.

Hall, A. J.

Textile bleaching, dyeing, printing and finishing machinery. 320p. il. O '26 N. Y., Van Nostrand \$14

Hannigan, Charles Francis

New Bern, "The Athens of North Carolina." 24p. il. diags. Q (White Pine ser. of architectural monographs, v. 13, no. 1) c. '27 N. Y., R. F. Whitehead pap. 50 c.

Hinton, Edward Wilcox, ed.

A collection of cases on pleading in equity. 427p. O '27 Chic., Callaghan apply

Hopkins, Jane Hanford

I have tasted death; an inspirational symposium. 39p. S [c.'26] Cedarville, Mich., C. H. & J. H. Hopkins pap. 35 c.

Horton, Guy Bertram

Power of an insured to control the proceeds of his policies. 88p. O '26 Montpelier, Vt., Author \$2

Howe, Harriet E.

The catalog; rev. ed. 24p. (2p. bibl.) D (Manual of lib. economy, chapter 19) '27 Chic., Amer. Lib. Ass'n pap. 35 c.

Housman, Laurence

Ironical tales. 266p. D [c.'27] N. Y.,
Doran \$2.50
Stories by the author of "Trimblerrigg."

Hsü, Shuhsi

China and her political entity; a study of
China's foreign relations with reference to
Korea, Manchuria and Mongolia. 462p. D '26
N. Y., Oxford \$2

Hutton, John Alexander, D.D.

The dark mile. 308p. D [n.d.] N. Y.,
Doran \$2
Essays on various subjects of the day.
Guidance from Francis Thompson in mat-
ters of faith. 145p. D ['26] N. Y., Doran \$1.50
A new interpretation of the poet and his work.

Janzow, Laura M., comp.

The library without the walls; reprints of
papers and addresses. 679p. D (Classics of
Amer. librarianship) '27 N. Y., H. W. Wilson
\$2.75

Jennison, George

The life story of a horse. 191p. il. (col.
front.) D (Black's life stories of animals) '27
[N. Y., Macmillan] \$1

Jerome, Harry

Migration and business cycles; foreword by
Wesley C. Mitchell. 256p. diags. O '26 c.
N. Y., Nat'l Bureau of Economic Research,
474 W. 24th St. \$3.50
A study of modern migration, showing how the
flow of population is affected by economic factors.
It presents the results of an investigation carried
on by Dr. Jerome, with the counsel of the staff of
the National Bureau of Economic Research.

**Jesse, Fryniwyd Tennyson, and Harwood,
H. M.**

The pelican [a play in four acts]. 101p. D
(Contemporary British dramatists, v. 38) '26 c.
[N. Y., S. French] pap. \$1.25

Johnson, A. T.

A garden in Wales. 335p. il. O '27 [N. Y.,
Longmans] \$6
A detailed record of personal experience in gar-
den-making.

Jordan, G. J.

The story of psychology; a handbook for
everyman. 147p. (bibl. footnotes) D (Stories
of science ser.) '26 N. Y., Greenberg \$1.50

Keyserling, Count Hermann

The world in the making; tr. by Maurice
Samuel. 293p. front. (por.) O [c.'27] N. Y.,
Harcourt \$2.50
A German philosopher's analysis of world ten-
dencies.

Judd, Charles Hubbard

Psychological analysis of the fundamentals of arith-
metic. 131p. (bibl. footnotes) O (Supplementary edu-
cational monographs, no. 32) [c.'27] Chic., Univ. of
Chic. Press pap. \$1

Kenyon, Dorothy

Changing the Constitution; a study of the amend-
ing process. 14p. (bibl.) O [c.'26] Wash., D. C.,
Nat'l League of Women Voters apply

Kilduffe, Robert Anthony

The clinical interpretation of blood chemistry.

Kingsland, William

Rational mysticism; a development of sci-
entific idealism. 431p. O '27 N. Y., Frank-
Maurice \$6

Kohler, Eric Louis

Accounting for business executives. 115p.
D (Manuals of business management, v. 9)
c. Chic., A. W. Shaw
buck \$22.50 (sold in set only)
Federal income taxes, 1927. 605p. diagr. O
c. Chic., A. W. Shaw buck. \$6

La Wall, Charles H.

The curious lore of drugs and medicines
through the ages. 665p. il. O '27 Phil., Lip-
pincott \$5

Law, Rev. Lovick Pierce

Heart talks from the Word. 176p. D [c.
'26] Louisville, Ky., Pentecostal Pub. Co.
\$1.50

Le Fanu, J. Sheridan

Uncle Silas; a tale of Bartram-Haugh; in-
trod. by Montague R. James. 462p. T (World's
classics, no. 306) '27 N. Y., Oxford 80 c.

Lerrigo, Marion Olive

Health problem sources. 160p. O (Contribs.
to educ., no. 224) '26 N. Y., Teachers College,
Columbia Univ. \$1.50

Lever, Charles James

Charles O'Malley; the Irish dragoon. 612p.
front. D (Home lib.) ['26] N. Y., Burt \$1.25

Levinger, Mrs. Elma C. Ehrlich

Great Jews since Bible times; for young peo-
ple. 160p. il. D '26 N. Y., Behrman's Jew-
ish Bk. Shop \$1.25

Lodge, Oliver W. F.

What art is. 43p. front. D [c.'27] N. Y.,
Doran bds. 75 c.
An answer to a perplexing question.

Loeb, Harold A.

The professors like vodka. 252p. D c. N. Y.,
Liveright \$2
Two young American professors fall in love with
two beautiful Russian refugees in Paris.

Luke, pseud.

The class war in heaven; a drama of future
judgment. 102p. D [c.'26] Bost., Badger
\$1.50

Lyttelton, E., D.D.

The mind and character of Henry Scott
Holland. 222p. O ['26] Milwaukee, More-
house Pub. Co. \$4.20
Dr. Scott Holland was an English clergyman and
religious teacher.

186p. (bibls.) il. diags. D '27 Phil., Lea & Febiger
apply

Kruckemeyer, Erna

And he came to his father; religious play in one
act. 25p. D (World's best plays) c. '27 N. Y., S.
French pap. 35 c.

Loughran, John T., and Roberts, John S., eds.

Cases on evidence; selected from the reports of
the State of New York. 956p. O '26 N. Y., Baker,
Voorhis & Co. apply

McEntire, Mrs. Adele Tuttle

Outline studies in New Testament history.
212p. D [c.'27] N. Y., Abingdon \$1.50

Macfadden, Bernarr Adolphus

Colds, coughs and catarrh. 226p. il. D '26
N. Y., Macfadden Pubn's \$3

Predetermine your baby's sex. 182p. front.
(por.) D '26 N. Y., Macfadden Pub'n's \$2

MacLennan, Malcolm

Pronouncing and etymological dictionary of
the Gaelic language: Gaelic-English and Eng-
lish-Gaelic. 613p. O '27 Milwaukee, C. N.
Caspar \$12.50

McNally, Mrs. William J., and others, comps.

Chevy Chase cook book. 119p. D [c.'26]
[Chevy Chase, Md., Compiler, 4 Newlands St.]
oil cl. \$2

Macpherson, Hector

Modern astronomy; its rise and progress.
208p. il. D '26 N. Y., Oxford \$2

Malinowski, Bronislaw

The father in primitive psychology. 94p. S
(New science ser.) [c.'27] N. Y., W. W. Nor-
ton \$1

Manion, Clarence

American history. 544p. (bibls.) il. maps
D [c.'26] Bost., Allyn & Bacon \$1.80

Marie Antoinette and others

The letters of Marie Antoinette, Fersen and
Barnave; ed. by O. G. de Heidenstam; tr.
by Winifred Stephens and Mrs. Wilfrid Jack-
son. 257p. il. O [n. d.] N. Y., Frank-Maurice
\$5

Marryat, Captain Frederick

The children of the new forest; il. by Staf-
ford Good. 372p. il. (col.) O (Illustrated
classics for young readers) c. N. Y., Scrib-
ner \$2.50

Massee, Jasper Cortenus, D.D.

The ten greatest sayings of Jesus. 161p. D
[c.'27] Nashville, Tenn., S. S. B'd of So.
Bapt. Convention \$1.50

Mathews, Frederick

Sonnets of Greece and Italy. 114p. O '26
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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

CHAPMAN & HALL, of London, announce the early publication of a new edition of Thoreau's "Walden," with woodcut illustrations by E. Fitch Daglish, whose wood engravings of natural objects hold a high place in contemporary art. There will be a limited edition of 100 copies printed on handmade paper bound in buckram at three guineas net per copy, a price which should insure an edition of distinction.

THE War Library at Vincennes, outside of Paris, is to be closed. At the end of the great war the French government ordered all publications dealing with military affairs be assembled at Vincennes fort, which was turned into a museum-library at a cost of 10,000,000 francs. The actual upkeep of the library is nearly 1,000,000 francs, but it is said that in recent months there have not been over three or four visitors a month. As a result of this indifference, the Bibliothèque de la Guerre is regarded as a useless expense and the museum as originally planned will be abandoned.

THE Rosenwald Library, the first modern scientific library to be established in Upper Egypt, was officially opened last week in the presence of a gathering of archeologists and other scholars. The library is named for Julius Rosenwald, of Chicago, who, with his son, made the prin-

cipal endowment. Dr. James H. Breasted, director of the Oriental Institute of the University of Chicago, delivered an address, in which he pointed out that it is almost exactly a century since Jean François Champollion, of France, discovered the key to the hieroglyphic inscriptions left by the ancient Egyptians.

FIRST editions of nineteenth century authors, including the Edward Fitzgerald collection of autograph letters, a remarkable series of editions of Omar Khayyam, in manuscript, early editions, translations, among them fine copies of the London, Madras and American issues from 1593 to the present day, mainly formed by the late Charles D. Burrage of Boston, will be sold at the American Art Galleries on March 31 and April 1. There are many fine books from special and private presses, Bruce Rogers being represented by many titles. The sale has a great deal of material of interest to the discriminating collector.

"THE Forecast for the Spring of 1927" just issued by Houghton, Mifflin Company, contains, as usual, the announcement for early publication of several limited editions of interest to collectors. Among them are "Life in a Man-of-War or Scenes in 'Old Ironsides'" by a Fore-Top-Man, a picturesque chronicle of life on the U. S. S. Constitution, originally published in 1841, in a limited edition of 750 copies;

and Abraham Lincoln's "Gettysburg Address and Second Inaugural," in which are gathered the facsimile reproductions not only of the first draft of the Gettysburg Address, but of all the four autograph versions and the three contemporary stenographic reports of the period. For the Second Inaugural there are facsimiles of the endorsement, the four pages of manuscript, and the printer's proof. This interesting item of *Lincoliana* is limited to 400 copies, a limit low enough to insure the early sale of the edition.

IF the First Edition Club of London succeeds in carrying out its plan of removing from 6 Little Russell Street to a permanent home at 99 Great Russell Street—a seventeenth century mansion which Dr. Johnson is known to have visited when it was occupied by his friend Topham Beauclerk—it will provide bibliophiles, at home and abroad, with headquarters corresponding to those of the Grolier Club. When the chimes of 6 o'clock clear the British Museum of all except the caretakers, members of this club will take only a few steps to walk to avail themselves of its extensive bibliographical library, and to refresh themselves with a substantial meal. Although only four years old, the First Edition Club has already done good service to book collectors by holding exhibitions of rare books and by the issue of eleven publications of a type that would not be undertaken by ordinary publishers, and its plans now provide for greater expansion and increased usefulness.

RARE Americana, printed and in manuscript, including 370 lots, all valuable and some of extreme interest and rarity, will be sold by Charles F. Heartman, at Metuchen, N. J., April 2. Most of the material relates to the Revolutionary period, or that of the early years of the Republic. There are letters of Signers, presidents, generals and statesmen. There is a fine Lincoln letter written to A. J. Curtin, newly elected governor of Pennsylvania, in reply to a request for views in regard to his forthcoming inaugural address. Lincoln wrote, "On that subject, I think you would do well to explain without passion, threat, or appearance of boasting,

but nevertheless, with firmness the purpose of yourself and your State to maintain the Union at all hazards." There are many interesting and rare books and pamphlets on the Revolution, French and Indian War, Indian captivities, and the Far West.

THE unexpected has again happened. It was expected that the letter signed by Button Gwinnett and five other Signers, sold at auction at the Anderson Galleries on March 16, would create a new high record. There seemed to be a general idea that it might bring \$35,000, an advance from \$28,500 paid for the last document signed by Gwinnett sold at Anderson's. This document, however, had additional points of material value and it was the general opinion its buyer would have to pay well for them. The event brought out a good audience including many well known collectors and awakened keen interest. The bidding started at \$5,000 and mounted rapidly to \$10,000, \$15,000, \$20,000, \$22,500, \$25,000, \$27,500 and \$30,000. By this time everybody had dropped out of the contest except Gabriel Wells and Dr. Rosenbach, and \$1,000 bids followed until Dr. Rosenbach became the winner at \$51,000. Dr. Rosenbach was applauded and he enjoyed his victory. The high price was a very great surprise to everybody. The 272 lots sold during the evening brought \$67,274.

IN the current catalog of James F. Drake, 14 West 40th Street, "First Editions and Rare Books," No. 183, there is this introductory note: "In current conversation one often hears that book collecting is for the man of means alone. This is not necessarily so, for many a fine, tho modest, collection of first editions has been gathered together without a great expenditure of money and delighted the heart of a bibliophile in the gathering. In proof of this we offer in the following pages a selection from our shelves of good books, none of which are listed at a prohibitive figure. Nor are these all modern books. Writings from the pens of Dryden, Defoe, Fielding and others are here as well as the work of living novelists and poets." This is the kind of catalog needed these days to start the young collector.

THOMAS F. MADIGAN, 48 West 49th Street, has just issued a catalog, "Autograph Letters, Manuscripts and Historical Documents," that deserves especial attention for its fine printing, careful and skilful cataloging, and rare and valuable material. The 330 lots are mainly American historical of the Revolutionary War period. The autographs described come, in the main, from private sources and are now offered at sale for the first time. The letters from the Revolutionary correspondence of General Artemas Ward were obtained from a direct descendant of General Ward. The letters to General Greene are from an old New England collection formed some fifty years ago. The outstanding item is a letter signed by John Hancock, president of the Continental Congress, written in Philadelphia, July 6, 1776, transmitting the Declaration of Independence to the Continental Army at Boston two days after its adoption, and valued at \$5,500. Another interesting item is a letter signed by John Adams, Roger Sherman, Benjamin Harrison, James Wilson, and Edward Rutledge, all Signers, and written to General Artemas Ward, June 21, 1776, then commanding the American army at Boston, informing him of the establishment of the famous "Board of War and Ordinance." This important historical document is priced at \$2,200.

Check-List of Elzevier

THE best known of all the seventeenth century presses are those of the Elzeviers at Leyden, Amsterdam, The Hague and Utrecht, and collectors will now have the benefit of a thoro check-list which has been prepared by H. B. Coppinger and published by Grafton & Company, London. The list contains 5,000 entries. The work is largely based on the bibliography of Willems. The list is in alphabetical arrangement under authors, or, in the case of anonymous books, under titles. There is record of the place where the book was printed and references to the larger bibliographies where a complete collation can be found. All works printed by the Elzeviers or bearing their name have been included, together with the forgeries, which will be found under their respective authors.



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Auction Calendar

Thursday afternoon and evening, March 31st, at 2:30 and 8:15, and Friday afternoon, April 1st, at 2:30. First editions of XIXth Century authors, including the Edward Fitzgerald collection of autograph letters signed, a remarkable series of editions of Omar Khayyam, fine copies of the London, Madras and American issues, from 1859 to 1921, etc., formed by the late Charles D. Burrage of Boston. (Items 993) American Art Association, Inc., 30 East 57th St., New York City.

Saturday morning, April 2nd, at 10:50. Americana printed and in manuscript. (No. 196; Items 370.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Monday, Tuesday and Wednesday afternoons, April 4th, 5th and 6th, at 2 o'clock. The important American library formed by Dr. William C. Braislín of Brooklyn. (Part 2, Books, broadsides, maps, pamphlets relating to the early voyages to America, the history of the west, rare Indian captivities, overland narratives, tales of pioneers, etc.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Americana. (No. 30; Items 202.) J. W. Browne & Son, Addison House, Rugby, England.

Autograph letters, documents and manuscripts of celebrated authors, actors, composers, scientists, statesmen, etc. (No. 3355; Items 281.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Canadiana and a selection on Arctic Discovery. (No. 493; Items 566.) Francis Edwards, 83a High St., Marylebone, London, W. 1, England.

Chirurgie. (No. 583; Items 1655.) Gustav Fock, Schlossgasse 7/9, Leipzig, Germany.

Choice books. (No. 5; Items 142.) Alexander Greene, 803 Fine Arts Bldg., Chicago, Ill.

Philologie. (No. 574; Items 651.) Gustave Fock, Schlossgasse 7/9, Leipzig, Germany.

Romanisch. (No. 581; Items 4326.) Gustav Fock, Schlossgasse 7/9, Leipzig, Germany.

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Sabin. *Bibliotheca Americana*. Parts 115-116.
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Figurae Veneris. F. C. Forberg. Eng. trans.

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The International Bible Encyclopedia. 5 vols. Howard-Severence, pubs.

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Windy McPherson's Son. Sherwood Anderson.
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Any books or periodicals on Architecture or Archaeology Written in Spanish.
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BERKELEY, CAL.
Traherne. *Centuries of Meditations*. B. Dobell. 1908.

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Noughts and Crosses. Quiller-Couch.

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Hanna. *Wilderness Trail*.
Hassler. *Old Westmoreland*.
Hazard's Weekly Register of Penna. Full vols. or odd nos.
Hoover. *Enemies in the Rear, or, A Golden Circle Squared. A Civil War Story of Penna.* Pub. 1889.
Huguenots in America. Books on.
James, Jesse. *Old cloth-bound books about*.
Jones. *History of the Juniata Valley*.
Lewis the Robber.
Locomotives and Railroads. Old books and pamphlets on.
Loudon. *Indian Narratives*. Carlisle, Pa. Original or reprint ed.
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MacMinn. *On the Frontier with Col. Antes*.
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Frank, T. Economic Hist. of Rome. 1920.
Benton. Intern. Law & Diplom. of Spanish-American War. 09.
Willoughby. Foreign Rights in China.
Wharton. Digest of Intern. Law of U. S. 3 vols. 1886.
Journal of Pharmacol. & Exp. Therap. Vol. 25, no. 6. 1925; vol. 26, no. 1, 1925.
Brooks. Corrupt. in American Politics. 1910.

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Lamon, W. H. Recollections of Abraham Lincoln. A. C. McClurg & Co. 1895.

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Gardner. Life of Stephen A. Douglas.
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Baker. The Pilgrim Spirit.
O'Brien. The Masque of Poets.

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The Order of the Coif. Alexander Pulling. London.
Clowes. 1884.

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 Sunset Magazine for October, 1907.
 Map of Sierra of San Pedro Martin. Bulletin of American Geographic Society. Vol. 139, no. 12. Dec., 1907.
 Uncharted Sierra of San Pedro Martin. Bulletin of Amer. Geographical Soc. Vol. 39, no. 9. Sept., 1907.

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Haco. *Private Journal & Diary of J. H. Surratt.* 1866.
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American Biography. Vols. 1-2 out of 5 vol. set. Leather. 2nd ed. Phila. William Brown & Charles Peters. 1828.

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Linleys of Bath. Pub. Minton Balch.
Max and Maurice. Pub. Little, Brown.

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Crane, W. J. E. *Bookbinding for Amateurs.* L. Apcott Gill.
Davenport, C. *English Embroidered Bookbindings.* Dodd, Mead. 1889.
The Whole Art of Bookbinding. Osweslry & Minshall. 1811.
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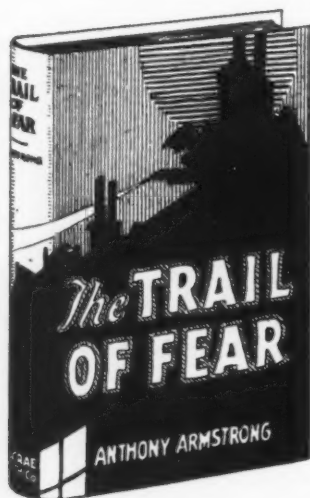
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